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Broadcasting Sep 29

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55th Year 1986

Vol. 111 No. 13

Broadcasting Sep 29

Scrambling legislation showdown
Technology rules the day at IBC
NBC sweeps the Emmys

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session of cocaine, and that with eight shows yet to shoot for the season. That was in 1984, and CBS did not renew it for the 1985-86 season. But CBS has picked it up for this season, with Keach returning as star. There would appear to be several reasons for the decision.

Not the least of which is Stacy Keach himself. He was arrested in April 1984 in London shortly after shooting a two hour-pilot and the first 10 episodes of *Hammer*. He was quickly released on the condition that he reappear in December for sentencing. The assumption was he would receive a fairly hefty fine and that would be the end of the matter. But Keach was sentenced to nine months in prison and served six months before being released early for good behavior in May 1985. That left the program with some eight shows to shoot for the back end of the season with the lead star unavailable. "I sort of went into shock," recalls Jay Bernstein, the program's executive producer. "I mean, that was the end of the show. CBS is a public company. Most of the sponsors are

public," and all have certain images they seek to maintain, Bernstein said.

But Keach helped his own cause by seeking rehabilitation immediately after his arrest. He participated in Nancy Reagan's anti-drug campaign and in a documentary produced by Capital Cities for local stations. And for reasons that probably have more to do with intangibles such as "chemistry" and "persona," Keach's popularity apparently was not significantly diminished by his conviction.

He may have his executive producer to thank for that, at least partially. After Keach's imprisonment, and CBS's cancellation of the show for the 1985-86 season, Bernstein undertook a 17-month, market-by-market campaign around the nation to solicit viewer support for Keach. Bernstein appeared on talk shows and did press interviews "with anybody who would listen." His basic pitch was, "In the America I believe in, people get a second chance." He tried to position Keach as a "victim," and not as "someone who was selling drugs to children-...What he was arrested for was a crime against [only] himself." He also argued that Keach could do more for others as a rehabilitated and employed *Mike Hammer* demonstrating the possiblity of bouncing back from drug abuse. Bernstein claims to have spent close to $150,000 of his own money to travel around pitching his cause. He also said that Columbia Pictures Television, impressed with his effort, gave him another $20,000 and spent another $1 million promoting the

NBC finishes off 1985-86 with a win

Last Monday (Sept. 22) marked the official beginning of the fall network television season, and with that in mind, NBC won week 52 (ended Sept. 21) of the 1985-86 season, with a 17.3 rating and 29 share, ahead of ABC's 13.5/23 and CBS's 13.1/22. A year ago, the last week of the 1984-85 season went to NBC as well. NBC won that week with a 16.1/27, ahead of ABC's 14.4/24 and CBS's 12.5/21. NBC also won this year's closing week for evening news, pulling in a 10.6/22, followed by CBS at 10.1/21 and ABC at 9.7/20. Last year's news victory went to CBS, which posted a 10.9/23, followed by NBC's 10/21 and ABC's 9.8/21. The number of homes using television (HUT's) dropped slightly this year, to 59.6%, when compared with 1985's 60% HUT level.

NBC had eight of the top 10 shows in the season's last week, giving up fifth place to ABC's *Head of the Class* and ninth to CBS's *60 Minutes*. This year's Emmy Awards telecast ranked third with a 23.1/36. *Cosby* held onto first place with a 29.8/48. *Family Ties* took second with a 27.9/43. The premiere of *Head of the Class* (21/34) beat a repeat of *Golden Girls* (20.1/35). The previews of *Easy Street* and *Crime Story*, the latter airing on Thursday as a two-hour special, tied for sixth place with *Golden Girls*. All three shows pulled a 20.1 rating, but *Easy Street* got a 36 share, *Golden Girls* a 35 and *Crime Story* a 32.

On Monday, *Bob Hope Lampoons the New TV Scene* came in at 10th place with a 19.3/31, beating out repeats of *MacGyver* (10/16) on ABC and *Scarecrow and Mrs. King* on CBS (10.2/16). NBC's *L.A. Law* aired as a two-hour movie presentation during *NBC Monday Night at the Movies* the same evening and ranked fourth for the week with a 21.2/33. *L.A. Law* ran against ABC's airing of the Denver-Pittsburgh game and repeats of *Kate and Allie*, *Newhart* and *Cagney & Lacey* on CBS. ABC's *Monday Night Football* ranked 12th for the week with a 17.6/30.

Friday's preview of *Crime Story* tied with a Wednesday repeat of *Gimme a Break* for 14th place. Both shows posted a 17 rating, but *Crime Story* took a 32 share, while *Gimme a Break* had a 27.

The two-hour premiere of *Knots Landing* came in 11th for the week (18.4/30), while ABC's premiere of *Perfect Strangers* came in 13th (17.3/29). *Life with Lucy* posted a 14.6/28 in its premiere episode, giving *Lucy* a tie for 23d with *Hunter*. *Starman*'s premiere episode, which ran out of its regular 10-11 p.m. time period, came in 26th with a 14.4/25. The season opener of *Scarecrow and Mrs. King* aired on Friday and ranked 28th with a 13.6/25. The premiere of ABC's *The Ellen Burstyn Show*, on Saturday, which ran right after *Lucy*, finished in a five-way tie for 31st when it pulled a 13.3/24. *Jack and Mike*'s 90-minute premiere tied for 37th with ABC's football special (Cincinnati vs. Cleveland) and CBS's *The Wizard*. The special telecast of *Walter Cronkite at Large* fell into 55th position with a 9.8/17, just below NBC's 54th-ranked *1986*, which posted a 9.9/18.

NBC won every day except Tuesday, which went to CBS. ABC almost took Wednesday away from NBC with a 14.1/23.5, but NBC came out on top with a 14.2/23.6.

Rank	Show	Network	Rating/Share
1.	Cosby	NBC	29.8/48
2.	Family Ties	NBC	27.9/43
3.	Emmy Awards	NBC	23.1/36
4.	NBC Monday Movie-L.A. Law	NBC	21.2/33
5.	*Head of the Class	ABC	21/34
6.	Easy Street	NBC	20.1/36
7.	Golden Girls	NBC	20.1/35
8.	Crime Story Preview (Thurs.)	NBC	20.1/32
9.	60 Minutes	CBS	19.9/34
10.	Bob Hope Special	NBC	19.3/31
11.	*Knots Landing	CBS	18.4/30
12.	NFL Monday Night Football	ABC	17.6/30
13.	*Perfect Strangers	ABC	17.3/29
14.	Crime Story Preview (Fri.)	NBC	17/32
15.	Gimme a Break	NBC	17/27
16.	Movie View	NBC	16.7/29
17.	Tax Audit	CBS	16.5/29
18.	CBS Tuesday Night Movie	CBS	16.1/27
19.	Who's the Boss?	ABC	16.0/27
20.	ABC Tuesday Night Movie	ABC	15.7/26

Rank	Show	Network	Rating/Share
21.	Newhart	CBS	15.6/25
22.	Kate & Allie	CBS	15.4/25
23.	*Life with Lucy	ABC	14.6/28
24.	Hunter	NBC	14.6/25
25.	Our House	CBS	14.6/25
26.	*Starman	ABC	14.4/25
27.	Falcon Crest	CBS	14.3/25
28.	*Scarecrow & Mrs. King	CBS	13.6/25
29.	Equalizer	CBS	13.6/25
30.	Oklahoma Special	ABC	13.5/25
31.	*Ellen Burstyn Show	ABC	13.3/24
32.	Moonlighting	ABC	13.3/23
33.	Magnum, P.I.	CBS	13.3/21
34.	Cheers	NBC	13.2/21
35.	Dennis Weaver/Ben H. part 1	CBS	13.0/23
36.	Night Court	NBC	13.1/21
37.	*Jack & Mike	ABC	13.1/23
38.	Wizard	CBS	13.1/23
39.	ABC 2D, Bionics	ABC	13.1/21
40.	Dynasty	ABC	12.2/19

Rank	Show	Network	Rating/Share
41.	*Disney Sunday Movie	ABC	12.1/20
42.	Cagney & Lacey	CBS	12.1/20
43.	Family	ABC	11.9/22
44.	St. Elsewhere	NBC	11.7/21
45.	Murder, She Wrote	CBS	11.6/22
46.	Remington Steele	ABC	11.3/19
47.	Hotel	ABC	11.0/18
47.	CBS Saturday Night Movie	CBS	10.9/20
48.	A Team	NBC	10.7/20
50.	Disney's Captain EO	NBC	10.5/19
51.	*Merry Happy Returns-Movie	CBS	10.3/18
52.	Scarecrow & Mrs. King	CBS	10.2/16
53.	MacGyver	ABC	10.0/16
54.	1986	NBC	9.9/18
55.	Walter Cronkite at Large	CBS	9.8/17
56.	*Heart of the City	ABC	9.7/18
57.	Price is Right	CBS	9.1/14
58.	Fall Preview Special	ABC	9.0/18
59.	Crime Movie, Murder, Mystery	CBS	8.6/14

*indicates premiere episode

change TL and change HAAT to 1,647.73 ft. App. Sept. 16.

■ WCLV (95.5 mhz) Cleveland—Seeks mod. of CP to move SL to 26501 Emery Industrial Parkway, Warrensville Heights, Ohio. App. Sept. 18.

■ WAZU (102.9 mhz) Springfield, Ohio—Seeks mod. of CP to change TL and change HAAT to 492 ft. App. Sept. 16.

■ WRAX (100.9 mhz) Bedford, Pa.—Seeks CP to change HAAT to 328 ft. App. Sept. 16.

■ WBZZ (93.7 mhz) Pittsburgh—Seeks CP to install aux. sys. App. Sept. 19.

■ *WAGP (88.7 mhz) Beaufort, S.C.—Seeks mod. of CP to change TL. App. Sept. 18.

■ WXLY (102.5 mhz) North Charleston, S.C.—Seeks CP to change HAAT to 985 ft. App. Sept. 16.

■ KLTG (100.3 mhz) Lamesa, Tex.—Seeks mod. of CP to change TL and change HAAT to 982 ft. App. Sept. 16.

■ WIZN (106.7 mhz) Vergennes, Vt.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 370.5 ft. App. Sept. 16.

■ *WYCS (91.5 mhz) Yorktown, Va.—Seeks mod. of lic. to change tower height to 344.5 ft. App. Sept. 17.

TV's

Accepted

■ KVVT (ch. 64) Barstow, Calif.—Seeks MP to change ERP to vis. 3,134 kw, aur. 627 kw; change HAAT to 1,701.4 ft., and change TL. App. Sept. 18.

■ WDKY-TV (ch. 56) Danville, Ky.—Seeks MP to change ERP to vis. 3,390 kw, aur. 339 kw. App. Sept. 18.

■ WLQF (ch. 32) Greenfield, Mass.—Seeks MP to change ERP to vis. 1,885 kw, aur. 188 kw; change HAAT to 918 ft., and change TL. App. Sept. 18.

■ KXLT (ch. 47) Rochester, Minn.—Seeks CP to change ERP to vis. 107.2 kw, aur. 10.72 kw and change HAAT to 340.6 ft. App. Sept. 18.

■ KCIT (ch. 14) Amarillo, Tex.—Seeks CP to change ERP to vis. 1,280 kw, aur. 128 kw; change HAAT to 1,519 ft., and change TL. App. Sept. 18.

Actions

AM's

■ WRDJ (1560 khz) Daleville, Ala.—Granted app. to increase power to 5 kw. Action Sept. 10.

■ KPNX (1460 khz) Phenix City, Ala.—Granted app. to operate transmitter by remote control. Action Sept. 2.

■ KJNO (630 khz) Juneau, Alaska—Granted app. to increase day power to 5 kw and night power to 1 kw. Action Sept. 12.

■ KRKS (990 khz) Denver—Granted app. to add night service with 390 w; install DA-N, and make changes in ant. sys. Action Sept. 8.

■ WKJQ (1560 khz) Inverness, Fla.—Granted app. to increase night power to 2.3 kw and make changes in ant. sys. Action Sept. 8.

■ WKAT (1360 khz) Miami Beach, Fla.—Granted app. to change city of lic. to North Miami, Fla. Action Sept. 8.

■ WBKZ (880 khz) Jefferson, Ga.—Granted app. to change TL. Action Sept. 11.

■ WMRO (1280 khz) Aurora, Ill.—Returned app. to increase night power to 750 w and make changes in ant. sys. Action Sept. 10.

■ KVVP (105.5 mhz) Leesville, La.—Granted app. to change TL and change HAAT to 328 ft. Action Sept. 12.

■ WMAX (1480 khz) Kentwood, Mich.—Granted app. to change TL. Action Sept. 11.

■ WMMI (839 khz) Marshall, Mich.—Granted app. to change city of lic. to Shepherd, Mich. Action Sept. 12.

■ KPRM (870 khz) Park Rapids, Minn.—Granted app. to increase day power to 10 kw. Action Sept. 8.

■ WYNS (1160 khz) Lehighton, Pa.—Granted app. to increase day power to 4 kw and make changes in ant. sys. Action Sept. 8.

FM's

■ KDEZ (100.1 mhz) Jonesboro, Ark.—Granted app. to change TL and change HAAT to 228.48 ft. Action Sept. 15.

■ KYNO-FM (95.7 mhz) Fresno, Calif.—Granted app. to change TL; change ERP to 21 kw, and change HAAT to 763.75 ft. Action Sept. 9.

■ KSUR-FM (99.5 mhz) Greenfield, Calif.—Granted app. to change TL and change HAAT to 1,647.73 ft. Action Sept. 16.

■ KKGO (105.1 mhz) Los Angeles—Granted app. to install aux. sys. Action Sept. 13.

■ KAYL-FM (101.5 mhz) Storm Lake, Iowa—Granted app. to change ERP to 100 kw and change HAAT to 331.5 ft. Action Sept. 9.

■ WLVW (105.5 mhz) Salisbury, Md.—Returned app. to change ERP to 2.1 kw. Action Sept. 11.

■ KLUC (98.5 mhz) Las Vegas—Granted app. to change TL; change ERP to 96.6 kw, and change HAAT to 1,170 ft. Action Sept. 15.

■ WJRZ (100.1 mhz) Manahawkin, N.J.—Granted app. to change ERP to 1.58 kw. Action Sept. 15.

■ WPDH (101.5 mhz) Poughkeepsie, N.Y.—Granted app. to install aux. sys. Action Sept. 9.

■ WTNY-FM (93.5 mhz) Watertown, N.Y.—Granted app. to change TL. Action Sept. 12.

■ WRKY (103.5 mhz) Steubenville, Ohio—Granted app. to change ERP to 15.8 kw and make changes in ant. sys. Action Sept. 12.

■ KEAN-FM (105.1 mhz) Abilene, Tex.—Granted app. to change TL and change HAAT to 1,164 ft. Action Sept. 9.

■ WKGM (940 khz) Smithfield, Va.—Granted app. to make changes in ant. sys. Action Sept. 9.

■ WEKZ-FM (93.7 mhz) Monroe, Wis.—Granted app. to change ERP to 36.3 kw and change HAAT to 581.4 ft. Action Sept. 12.

TV's

■ KTVE (ch. 10) El Dorado, Ark.—Granted app. to change HAAT to 2,000 ft. Action Sept. 9.

■ WZGA (ch. 14) Rome, Ga.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 918 ft., and change TL. Action Sept. 9.

Call Letters

Applications

Call	*Sought by*
	New FM's
KEAS-FM	W.D.S. Broadcasting, Eastland, Tex.
KMMG	Brawley Broadcasting Co., Brawley, Calif.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

WDII	Mark L. Wodlinger, Naples Park, Fla.
	Existing AM's
KJNC	KRKY Courtney Broadcasting Co., Winfield, Kan.
WCHT	WBDW-NW Northcom Inc., Escanaba, Mich.
	Existing FM
KWXE	KZEA Thomas Broadcasting Inc. Healdton, Okla.
	Existing TV
KGPW	KHJ-TV Fidelity Television Inc. Los Angeles

Grants

Call	*Assigned to*
	New AM's
WLMO	LCO Communications, Geneseo, N.Y.
WYSL	Radio Livingston Ltd., Avon, N.Y.
	New FM's
KCFB	Fellowship Broadcasting Corp., Saint Cloud, Minn.
KNIC	FM 105 Inc., Lamar, Colo.
KXXO	Three Cities FM Inc., Olympia, Wash.
WDAL	L. Lynn Henley, Linden, Ala.
	Existing AM's
KJDJ	KXZI Peacock Broadcasting, San Luis Obispo, Calif.
KYYN	KZZE-KYYN Limited, Poteau, Okla.
WKXF	WSTL Bass Broadcasting Co., Eminence, Ky.
WWSD	WCNH Capital Broadcasting Inc., Quincy, Fla.
WQBQ	WINF Sloehr Communications Corp., Leesburg, Fla.
WXLX	WOXX Swamp Fox Communications Inc., Blowing Rock, N.C.
WSTN	WJED Fayette County Broadcasting Service, Somerville, Tenn.
WSCR	WBOW-WSCR Inc., Scranton, Pa.
	Existing FM's
KXDZ	KBLK Konyn Broadcasting Inc., Anchorage
KWLF	KECA Borealis Broadcasting Inc., Fairbanks, Alaska
KCLQ	KMGG Southcom Inc., Monte Rio, Calif.
KATM-FM	KZLO Surco of Pueblo Inc., Pueblo, Colo.
WGTR	WAIA-WIOD-WAIA Inc., Miami
WSRZ	WMLO Sarasota FM Inc., Sarasota, Fla.
KUNY	KRNI The University of Northern Iowa, Mason City, Iowa
KDRF	KDLI Deer Lodge Broadcasting Inc., Deer Lodge, Mont.
WMGG	WRMZ North American Broadcasting Co., Columbus, Ohio
WZWW	WWZW Talleyrand Broadcasting Co., Bellefonte, Pa.
WCQT	WHLP-FM Richard Wayne Durham, Centerville, Tenn.
KHYI	KLTY Statewide Broadcasting of Dallas Inc., Arlington, Tex.
	Existing TV's